

The **REPORTER** of Direct Mail Advertising

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BEST STORY OF THE MONTH

Direct Mail Cures an Advertising Headache . . . See Page 3

**A Report on June, 1946
Direct Mail Activities**



Something like \$55,000,000 was spent for pleasure-craft in 1941. Today, something like \$160,000,000 is ready to be spent, as American business men prepare to launch their week-end navy.

The story is the same in every industry . . . until one wonders how supply can possibly overtake demand.

Pleasure-craft, of course—the Owens, Elco, and Wheeler Cruisers, the Chris-Craft Sportsmen, the Ventnor Runabouts, the Defoe Luxury Yachts—couldn't be built, launched, desired, nor sold without the existence of paper.

And paper is our problem, for we can't bob along in the wake of American industry. As industry grows, so

grows the demand for paper. As the demand for paper grows, so grows "Paper Makers to America."

Our expansion program is launched. Our research is unremitting. One of these days, our merchants will be prepared to meet your every demand for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines . . . "the best buys in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.



1846 • ONE HUNDRED YEARS OF PAPER MAKING • 1946

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

THE MEAD SALES COMPANY, 230 PARK AVENUE, NEW YORK 17 • SALES OFFICES: MEAD, DILL & COLLINS, AND WHEELWRIGHT PAPERS • PHILADELPHIA • BOSTON • CHICAGO • DAYTON

BEST STORY OF THE MONTH

Direct Mail Cures an Advertising Headache

Pictured on the cover is George Rumage, Advertising Manager of *Young America*, the national news weekly for youth, published by the Eton Publishing Corporation, 32 East 57th Street, New York 22, N. Y.

George had a headache . . . and he cured it by Direct Mail. For his strategy he deserves a Gold Palm.

Here's what happened.

Nearly all publishers have had difficulties at one time or another with small ads which seemingly fly through the transom and get inserted without being properly checked. A fireworks company in Baltimore sent in an order for a 1½ inch insertion and sent an electrotpe. Everybody concerned thought that somebody else had O.K'd the acceptance. The ad ran.

Then the fireworks started. *Young America* is subscribed to by some 387,000 junior high school students and distributed by nearly 15,000 teachers. From all points of the compass, especially where fireworks are banned by law, came indignant protests from teachers, school principals, police chiefs. The outbreak of firecracker-shooting was all blamed on the advertising department of *Young America*.

George Rumage started to work . . . by mail. We have seen the file of carbon copies of letters to each complainant. No sidestepping. The acceptance of the ad was a mistake. No blaming the other magazines which ran it, or the comic books which carried same offer. Hundreds of personal letters were written . . . outlining how *Young America* would undo the damage. Form letters were mailed to nearly 15,000 teachers explaining the situation. Here is the letter. It is worthy of reprinting:

Dear Subscriber:

"The public sale of fireworks is banned in 19 states. Safety groups

have been working hard to wipe out the deaths and accidents caused by these dangerous playthings.

"*Young America* stands behind the current safety campaigns and regrets that through an error it recently carried a small advertisement offering a fireworks catalogue to its readers."

The statement quoted above is featured prominently in the May 30th issue of *Young America* which reaches you next week. I personally want every teacher subscriber to know the story behind it.

The offending advertisement appeared in the May 16th and 23rd issues of *Young America*. It came to us unsolicited and was not seen by Mr. Rumage, our Advertising Manager, Mr. Escher, our Editor, or by myself before it appeared. Those who handled the advertisement assumed, incorrectly, that it had been approved and did not bring it to our attention.

We were sorely distressed, of course, when the advertisement appeared. As an organization, *Young America* has absolutely no defense in the matter. It is simply one of those unfortunate errors that occasionally plague even the best regulated organizations.

We have always sought to be extremely careful about the type of advertising which appears in our publications. As the result of this incident we have further tightened our restrictions on and the methods of handling advertising copy. You have my own personal assurance that there will be no further slip-ups of this nature in the future.

Meanwhile we have asked the advertiser in this case *not* to honor any orders traceable to *Young America* and have referred the matter to the Better Business Bureau for any action it deems advisable.

It has been suggested that we are making an error in calling it to the attention of teachers who, otherwise, might well overlook it.

That, however, is not the way we like to do things. You, as a subscriber, are really in partnership with us. If we make a mistake, we want you to know about it for your own protection as well as our own.

Sincerely yours,

(Signed) Stuart Scheffel
Publisher

The Editorial Department secured the services of Bench Warmer, popular sports columnist, who drafted a letter explaining that fireworks are banned in 19 states, frowned on by safety authorities in many more . . . and advising children to stay away from dangerous toys.

The letter to children went out to all names thoughtfully supplied by the fireworks manufacturer . . . and *Young America* even returned the penny postcard expended by the youngsters in writing for the catalog.

The cost of the campaign was pretty high . . . but the publishers are convinced it was money well spent in goodwill and further safety education. If the mistake in accepting the ad hadn't happened, the whole subject of illegal sales by mail might have stayed dormant. *Young America* in accepting the blame and disregarding the appearance of same ad in other publications and comic books, assumed leadership in the safety drive and won the respect and confidence of school and police officials. For an effective use of Direct Mail in curing a business headache . . . we give this month's Gold Palm to George Rumage.

Hit it a mile!



Eye on the ball . . . timing . . . power . . . that's what puts a business on base and pushes profits around to home plate. Business experience gives you a good eye. Timing and power you gain from advertising. Given half a chance, business will produce enough goods to shut out inflation. Later, advertising will help maintain economical operation, low prices and fair profits. Have your advertising well laid out, well written, and well printed on Champion paper. This complete line includes coated and uncoated for letterpress and offset, business papers, envelope, tablet writing, cover, high finish package wrap, papeterie and specials. Hit that old ball a country mile!

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

Direct Mail for Political Campaigns

Outline of Suggestions for Building a Money Raising Direct Mail Piece for a Political Campaign

by HENRY HOKE

Political money raisers should follow the techniques developed by the successful mail order operators. These operators, throughout the years, have tested the various Direct Mail formats and the various styles of appeal. They know what works best. I will give you what seem to be the best mail order formats and the best mail order formulas for the writing of copy. I am not saying that they will work in every case. But if followed, they should prove effective in the majority of cases. Too many political appeal letters are written by amateurs, who may be enthusiastic about their "product" but who do not know the correct formulas for raising money by mail. Our recommendations will be divided into two phases. First, the format; and second, the copy. Our recommendations are for *mass mailings* . . . to large lists. If you want to reach only small, selected lists . . . use the same formulas but change instructions to first class mail and personally typed letters.

The Best Format for a Mail Order Money Raising Campaign

The best tested format for a mail order unit is composed of five elements: (1) An outgoing envelope; (2) A letter; (3) An informative enclosed circular or folder; (4) A return order or contribution form; (5) A reply envelope.

Here they are described briefly:

(1) Your enclosures (described below) should be mailed in a No. 9 or No. 10 envelope under third class bulk mailing, which will cost about one cent per piece for postage.

You can use a printed permit indicia, after securing permission from the Post Office . . . but most successful mail order operators prefer to use either a postage meter indicia or pre-cancelled stamps. Some like to use two one-half-cent pre-cancelled stamps rather than a one-cent stamp.

Have your name and return address printed neatly in the upper, left-hand

During the past month, *this reporter* (because of his books on propaganda and because of his connection with Direct Mail) has been asked by political groups and candidates for advice on how to use the mails to secure contributions.

I have tried to help all comers . . . irrespective of party; just so they were opposed to the gang who cooperated with foreign inspired propaganda campaigns.

I prepared a brief outline which is now in the hands of both Republican and Democratic candidates who are fighting reactionary, bigoted and narrow visioned opponents.

I showed the outline to several mail order experts . . . and they thought the outline should be printed in *The Reporter*. The formulas themselves deserve repetition for commercial use . . . and then, some of you readers may be mixing in local political situations and you may find the material helpful.

It should be emphasized that this material is not "original" with *The Reporter*. We've taken it from the lectures, articles, reports, etc. of men like Frank Egner. O.K., here it is.

corner . . . and be sure to have your addressing performed as neatly as possible. (See note above about using first class mail if your appeal is sent to small selective list.)

(2) The letter: It should be well written and well processed. It is better to have the letter copy multi-graphed on a printed letterhead rather than have the letter printed at the same time as the letterhead. But if you want to save money, have the letter printed in type that resembles typewriter type. That may decrease your returns. Be sure to have your letter hand or machine signed by some prominent individual.

(See later notes on how to write the letter.)

(3) An informative enclosed circular or folder: In other words, don't try to put your whole story in the letter. Have an attractive envelope enclosure, or a four-page circular, or a small booklet, or even a mimeographed supplement, which gives the complete story or picture of what the money is needed for.

In the case of a political campaign, this circular should give most of the answers to questions which may crop up in the mind of the reader. What is the background of the candidate? What are his policies? Why he would make a better representative in Congress (for instance) than the present incumbent (or vice versa).

Have the copy in this circular as honest, as straightforward and as bunkless as possible for a political campaign. (For writing the copy or preparing the material . . . you can follow the formulas given later in section two.)

(4) A return contribution form: Don't have this contribution form attached to your letter or as a part of the circular. Tests have shown that the separate form pulls the greatest number of returns. Don't ask me why. Maybe people just like to keep the enclosure intact and not spoil it by tearing out a form. Maybe they are just lazy and want to have the reply form easily available.

Have your contribution form very simple and understandable. Make it specific.

Have it addressed to the attention of the person who signs the letter, in care of whatever committee is handling the job. Have on the form a definite statement to be signed, such as "I want to help put a better man in the United States Senate. Here's my check for \$....." And have plenty of room for the contributor to sign his name.

You might even have a space to check if the contributor wants to receive any campaign literature.

(5) A reply envelope: This is important . . . and don't slip up on it. The reply envelope should be addressed to the party who signs the letter. I don't recommend the use of prepaid stamps because that increases your cost too much, even though it might help returns. But I would recommend the government permit C.O.D. envelope. You can get the permit and the permissible form from your local postmaster. In case you don't use the permit return envelope, and you want the contributor to stamp his own return . . . have a simple, plain white envelope with the return address *multigraphed* rather than printed.

I re-emphasize . . . that those five elements listed above constitute the acceptable mail order unit which has been developed by the people who have sold goods or raised money by mail.

Remember again, that your mailing piece should be made up of five separate component parts: (1) The outgoing envelope; (2) The letter; (3) The informative circular; (4) The contribution form; (5) The reply envelope.

Suggestions for Writing Copy to Solicit Money by Mail for a Political Campaign

No one can teach anyone else to write a good letter in a brief summary of rules. Appeal letters should be written by experts, who know the formats and the appeals. But knowing the rules for acceptable mail order copy may help even the amateur.

Before starting to write, the political money raiser should remember that a mail order campaign to raise funds must be designed to do three special things.

(1) You must give your prospect a *personal reason* for contributing. (That might be by giving him a feeling of pride in becoming a part of a program to rid the Congress of some reactionary or bigoted individual.)

(2) You must give your prospect a number of reasons for contributing

now. (That is, the time and urgency must be stressed.)

(3) You must convince your prospect that the benefits he will derive (in spirit, in better hope for the country, and so forth) will be worth much more to him than his retention of the amount of money contributed.

Whoever writes the copy for the appeal letter must have those *three special objectives* in mind.

About the Copy Itself

The best mail order technicians use a fairly fixed pattern or formula for writing their copy for appeal letters. We will give you an outline of this formula very briefly.

The formula is made up of nine elements. (And I should add here that the same formula can be used in building the circular, only you tell the story in a little bit different way, possibly with illustrations or cartoons, or with more elaborate and detailed explanations.)

Element 1: You should write a first paragraph or heading which will evoke desire as well as get attention. In the case of a political campaign, you want to evoke the desire or hope that there is a chance of getting rid of an obnoxious character. Or a chance to have your state or county or district represented by a progressive leader. It sometimes pays in this first paragraph or first sentence or headline to ask a question which can only be answered "yes" or "no."

Element 2: An inspirational lead-in. In this sentence or paragraph you justify your headline or highlight the benefits to the prospect . . . as dramatically as possible.

Element 3: A clear, concise definition of the thing you are offering . . . in this case, a chance to defeat the present incumbent, or the chance to elect the progressive candidate. Too many appeal letters forget to give this clear definition and leave it to the reader's imagination. Describe your objectives briefly. You can elaborate that description in your accompanying circular.

Element 4: The success story. In selling merchandise, this part of the letter gives the case history of what the product or service offered has done for some other similar individual and

what it might do for the prospect. In a political campaign, this part of the letter may be merely a phrase, a slogan or a case history. It must "sell" the success chances of your candidate.

Element 5: At this point in every good mail order formula, appears the use of testimonials or endorsements . . . some expressions from others that the product is what you claim it to be. That same technique can be used briefly in a political appeal letter.

Element 6: Here you emphasize the "special selling points" . . . and try to anticipate the prospect's natural questions or doubts.

Element 7: A final, definite statement of the value of the product. In the case of a political appeal letter, here you would make a definite statement as to the value to the contributor of replacing the present incumbent or electing the candidate.

Element 8: The action closer . . . *the push*. Too many appeal letters leave the reader "hanging out on a limb" by winding up in a weak fashion. You have seen plenty of letters with an indefinite ending, such as "Won't you help?" This element eight is a most important part of your letter. Perhaps you should write it first. Make it specific. Tell the reader exactly what to do. Don't be afraid of mail order terminology.

You can say "Don't delay. Time is short. Sign the enclosed contribution form. Attach your check and mail it today in the enclosed self-addressed envelope." Don't leave anything to the reader's imagination.

In this last paragraph or section of the letter, tell your prospect exactly what you want him to do, with every motion described. Signing the check, filling in the contribution form, putting it in the envelope, and even describe the envelope.

The quality of that push paragraph will largely determine your percentage of response.

Element 9: A postscript. Some people may think this is silly, but test after test has shown that the addition of a postscript increases returns. The postscript should *rephrase your headline* or first paragraph. Don't have

Are you ever perplexed and bewildered? **WHAT DO YOU SAY** when earnest people ask your advice on how to "get into advertising" . . . or how to start making a fortune in "mail order" . . . or how to learn how to use Direct Mail? **WHAT DO YOU SAY** when they look out the window? Quote platitudes? Send them to see Henry Hoke or some other convenient substitute . . . or what? Would you like a quick and easy answer?

DOGS THAT CLIMB TREES

by HENRY HOKE

was NOT written for you established experts in the advertising business . . . but it was written to save your breath in answering embarrassing and time-consuming questions.



Author of "It's a Secret" and "Black Mail" . . . but this time his book is about the good kind of mail.

Here's the dope . . . meaning how the author explains his book.

"Each year, thousands of people (of all ages) are bitten by the advertising bug. That is good. But thousands of people absorb some of the 'corn' handed out about the fabulous fortunes to be made in mail order or in some segment of the glamorous advertising profession. They wallow around trying to get advice and information. Much of the advice or information they receive is . . . *more corn*."

"Since the end of the war . . . hundreds of such neophytes have written to or called upon me. They can't be brushed off. They are earnest. Some belong in advertising. Others do not. Some bring me impossible ideas they want to market by mail. Others ask me to find them a salable product . . . others just want to know where to get started in getting experience in the use of the mails."

"Within the limits of my time, I tell these inquirers experience stories; how I got 'this way' about the mail . . . and why."

"On a number of occasions, in talking to 'student' groups, I've tried the stunt of telling personal episodes with a humorous twist . . . rather than a dogmatic description of 'our field.' It worked."

"So, I decided to put those intimate stories into a light, easy-to-read, short (and small) book. It tells the unadulterated truth about how I 'got into' advertising; how I learned about Direct Mail the hard way . . . including some of the worst flops ever perpetrated by anybody anywhere. But throughout the twelve episodes, I'm able to describe the basic principles, the pitfalls and some of the steps which should be taken to learn the business. It is not a textbook. It's a preamble to further study."

"It's all crammed into ninety-six 5 x 7½ pages. Can be read quickly . . . an hour or two at the most. Priced economically enough so that it can be given away by 'busy experts' to those who want some sort of sensible answers on how to get into advertising . . . particularly mail advertising. From now on . . . all questioning visitors to my office will either have to buy a copy of 'Dogs That Climb Trees' or sit themselves down to read our file copy."

"'Dogs That Climb Trees' won't be liked by stuffed-shirts. But it is an honest effort to take the bunk out of the delicate process of giving advice to earnest newcomers . . . without shattering too many illusions."

Use coupon at right for ordering as many copies as you need to save your breath.



GRAPHIC BOOKS, Inc.

17 East 42nd Street

NEW YORK 17, NEW YORK



WHAT OTHERS SAY . . .

about a book is more important than what the author claims for it.

Howard Korman, vice president
McCann-Erickson, Inc., New York

"You say that 'the story is intended solely for beginners.' I think a lot of the old-timers could read this book and be buoyed up by its message * * *."

L. Rohe Walter, director of public relations
The Flintkote Company, New York
" * * * an entertaining, instructive and human book * * * "

Eliot L. Wright, sales manager
United States Envelope Company
" * * * a vivid, moving record of the birth and growth of organized Direct Mail advertising * * * packed with palatable doses of the 'know how' stuff."

Jack Carr (Cordial Contacts)
St. Petersburg, Florida
"What's the idea of sticking a scalpel into my so-called 'soul' and diggin' up pictures of the past that set me to sobbing like a silly old fool? * * * "

George Kinter, Publisher
Advertising Highlights, Pittsburgh
" * * * it is better than any textbook I've ever read on Direct Mail Advertising."

J. S. Roberts, advertising manager
Retail Credit Company, Atlanta
" * * * a story of value to students and aspirants in Direct Mail told helpfully and in entertaining fashion * * * "

Reid Vance, executive secretary
Ohio Printers Federation
" * * * takes me back to the 'I-remember-when' days. It is worthwhile reading for both the old-timers and those who are just starting."

Nicholas Samstag, promotion director
Time, New York
" * * * a tale that was both entertainingly and helpfully * * *. Its flavor is the flavor of Direct Mail: there's vinegar and syrup in it—wolfbane and lanoline—hardtack and truffles—and lots of nourishment, too * * * "

Graphic Books, Inc.
17 East 42nd St. (Suite 1517)
New York 17, N. Y.

Send me, postage prepaid

_____ copies case bound edition of "Dogs That Climb Trees" at \$1.50 each \$_____

_____ copies paper pamphlet edition of "Dogs That Climb Trees" at \$1.00 each \$_____

(10% discount for more than 10)
(15% discount for more than 50)
(20% discount for more than 100)

(Name) _____

(Address) _____

(Use margin if necessary.)

your postscript tie in with the action-closer. It should bring the reader's attention back to the desire-evoking thought of the letter. Or it should satisfy some of those people who often read the postscript before they start reading a letter. Remember that funny quirk in human nature.

So there you have the formula for writing a successful mail order appeal. That formula has been developed over the past twenty or twenty-five years by the best technicians in the business. It should be followed in building a political money raising appeal just as much as if you were selling a can opener, a suitcase or a washing machine.

Remember the nine elements: (1) A desire-evoking first paragraph or headline; (2) An inspirational lead-in; (3) A concise definition of the offer; (4) A success story; (5) Testimonials or endorsements; (6) The special selling points; (7) Definite statement of value to the prospect; (8) The action closer; (9) The postscript, rephrasing element one.

We re-emphasize this point: You can use the same technique or formula in building your enclosure. Your letter must necessarily be brief . . . and don't think for a moment that because you have nine elements your letter must ramble over three or four pages. Each element could be boiled down into a line or two. But the enclosure can go a whole lot farther in amplifying the various elements. For instance, in element four, your booklet or circular can contain a complete resume of the background of the candidate.

In element five, the booklet or circular can contain innumerable endorsements of the candidate. In element three, your booklet could possibly paint a rosy picture of the candidate, by comparing his qualifications with the very inferior product offered in opposition.

In other words, your circular, or enclosure, can go to greater lengths than the letter in explaining why the prospect should feel that *it is worth money to support the campaign.*

With the above rules before you . . . you may be able to do a better job in raising money by mail for your political campaign.

Beautiful Copy

Your reporter apologizes for the nasty cracks he has been taking lately at house magazine editors. We have changed our mind about the absence of sparkle and ingenuity. This month we found some bright spots. And maybe we found an answer to the problem.

One piece of copy stood out in this month's pile of house magazines like a brilliant ray of sunshine. It was on the first page of the multigraphed, three-page news bulletin, called *Mailway* issued by The St. John Associates, Inc., 79 West 45th Street, New York 19, N. Y.

Here it is:

THE ROAD TO THE HILLS

When the wind shifts from the northeast to the southwest, all India watches for the Monsoon. It comes in late April when the fields and hills are dry from six months of drought. First is the haze that veils the sun; then the low clouds that creep from the south like a London fog; and finally, when the clouds are dark and full, the rain that seems to fall forever.

In the villages on the plains the water floods the fields. The great rivers swell and overflow—at Benares, the Ganges roars past the Hindu temples; in Assam, the Brahmaputra rushes from the mountains, through the tea plantations, out to sea; the muddy Hooghly slowly rises at Calcutta's docks—life stands still and waits.

The trek northward begins. In the large cities, on the plantations, at the outposts on the plains, the white sahibs leave for the Hills. Government men go to Simla; others to Srinagar, Darjeeling, Shillong. The resorts open their ballrooms and clear the polo grounds. Houseboats are readied in Kashmiri lakes. The summer season opens.

When the sun travels north from the Florida flatlands bringing heat and spring fever, many of us wish New York observed such an enviable institution as "the road to the hills." That is, some-way of moving Wall Street up to Great Barrington, and stretching Fifth Avenue along Lake George. We'd move the Radio City people to Pittsfield. There'd always be a breeze, the nights would be cool, and the season would last till the temperature in New York went down to seventy.

It's all just a dream. Summer lethargy will strike, vacations will deplete the staff, and the Boss will be calling for help. We offer one small prescription. When your mailings become headaches; when your best typists are at Atlantic City; when summer doldrums infiltrate,

it might be a good idea to call on an organization in our line—"all-year, all-weather." A good Direct Mail house, with its specialists, withstands those doldrums. Machines, know-how, and year-round interest, can be the answer to your summer season blues. "*The road to the hills*" is open to you.

You will want to read it twice, or three or four times. Just as I did.

Incidentally, the rest of the bulletin was just as good. But *this reporter* wanted to be sure that the copy was "original" . . . not lifted from some other house magazine . . . so we called Frances Hildreth of the St. John organization to ask her about the author. Here is why the copy is good.

It was written by a young man twenty-five years of age. During the war he spent several years in India as part of Uncle Sam's Air Corps. He wanted to get into Direct Mail advertising and studied all he could find. He is starting to learn the business from the ground up . . . running multigraph matchlines, running errands, visiting the Post Office, attending meetings, and peddling letters to prospects. His name is Robert P. Fisler. *This reporter* gives him an unrestrained pat on the back for the start he has made.

And there is an idea for all house magazine editors. Find yourself an assistant. Pick a young fellow who has gone through the war—whose horizons are broad and who has the love of descriptive writing and selling in his heart. Don't tie him down with a lot of stodgy, old rules. Let him write about your factory, your product, your employees, or what have you, in his own way.

You will get sparkle and brightness into your house magazine. Or are you afraid the young fellow might eventually take your job away from you? If you are afraid, you shouldn't have the job anyway.

EXPLANATION: Final completion of Harrie Bell's book was delayed in bindery (you know of the current reasons). But those who have ordered the books will be getting their copies about the time this issue of *The Reporter* arrives . . . or before.

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ACROSS THE COUNTRY, IPI STANDS READY TO SERVE YOU

So that you will know where to find us in a hurry, here is a list showing the location, address, and telephone number of IPI's branches and factories.

○ THESE ARE OUR BRANCHES

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TEL. WALNUT 8265
Baltimore 2, Maryland
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TEL. CALVERT 5720
Battle Creek 10, Michigan
729 South Main Street
TEL. BATTLE CREEK 8177
Buffalo 5, New York
559 Elliott Street
TEL. CLEVELAND 8240
125 Exchange St., Mass.
TEL. ELLIOT 1720
Chicago 5, Illinois
161 W. Harrison Street
TEL. WASHINGTON 4113
Chicago 32, Illinois
400 (Nine Department)
3030 West 51st Street
TEL. REPUBLIC 7400
417 East 7th Street
TEL. PARKWAY 4700
Cleveland 14, Ohio
1338 Clair Avenue, N. E.
TEL. CLEVELAND 8845
Dallas 1, Texas
1907 Commerce Street
TEL. RIVERSIDE 6874
Denver 2, Colorado*
1840 Chippewa Street
TEL. MAIN 5882
Detroit 28, Michigan
222 W. Larned Street
TEL. RANDOLPH 7818
Indianapolis, Indiana
1000 N. Meridian Street
TEL. RILEY 3438
Kalamazoo 3, Michigan
315 E. Michigan Avenue
TEL. KALAMAZOO 6416
Kansas City 6, Missouri
707 West 10th Street
TEL. VICTOR 2707
*The International Printing Ink Corporation Limited (California)

Los Angeles 16, California*
TEL. LOS ANGELES 4498
TEL. PROSPECT 4498
Milwaukee 2, Wisconsin
431 N. Milwaukee Street
TEL. DALY 2138
Minneapolis 15, Minnesota
729 South Main Street
TEL. BATTLE CREEK 8177
New York 19, New York
417 Commerce Street
TEL. NASHVILLE 6-7871
New Orleans 13, Louisiana
71-13 St. Charles Street
TEL. RAYMOND 3871
New York 19, New York
417 Commerce Street
TEL. CIRCLE 6-7900
Philadelphia 23, Pa.
1061 Germantown Avenue
TEL. MARKET 2428
Richmond 3, Virginia
535 N. W. 11th Avenue
TEL. BROADWAY 3383
Richmond 3, Virginia
1338 Clair Avenue, N. E.
TEL. CLEVELAND 8845
Rochester 4, New York
14 Franklin Street
TEL. STONE 4772
St. Louis 3, Missouri
1840 Chippewa Street
TEL. CENTRAL 3738
San Francisco 3, California*
915 Howard Street
TEL. GARFIELD 2020
Seattle 4, Washington*
1000 N. Meridian Street
TEL. MAIN 3291
Syracuse 2, New York
200 S. Geddes Street
TEL. SYRACUSE 5-9112
Tulsa 1, Oklahoma
1410 S. Lincoln
TEL. WADSWORTH 88
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(Aniline Department)
Route 17, P. O. Box 158
TEL. HACKENSACK 3-705
Newark, New Jersey
(News Ink)
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i pi

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FOR THE NEWEST IN INKS AND PRINTING SERVICE ... "Keep in Touch with IPI"

Envelope Yourself With Pride

First Impressions—The Envelope

Your envelopes put in the "first word" for you—make them shake hands for you too, and become Friend-Velopes.

You can make that significant piece of paper—the *envelope*—reflect your own personality and the character of your business. You can make it the emblem of your modern, aggressive business spirit and make it look like the warm, welcoming, outstretched hand of a friend. At no extra cost.

Or . . . you can make your envelopes the symbol of an antiquated policy, an outmoded prospective, and a miserly attitude.

If the envelope is modern-looking, the house is considered modern. If the envelope is conservative, the house is appraised as conservative. Likewise, if the envelope is old-fashioned or cheap and carelessly printed . . . well, you know the answer to that one.

Many times, the same man who knows full well that his daughter did not get that 2-carat diamond ring from the banker's son by wearing a bustle, nine petticoats and high-top pearl-buttoned shoes, will still insist that the old-fashioned type-face used on his envelopes was good enough for his grandfather-who-founded-the-business and so it's good enough for him!

If that reasoning is sound, why not send out your next mailing on a slab of granite? One of your progenitors named "Adam" had near-relatives who chiseled messages on stone!

Many top executives insist upon opening their own mail for the sake of additional privacy and for other good reasons. A comprehensive survey on the subject of whether mail was delivered to the addressee unopened showed that among the thousand representative executives contacted, a total of 72.3* per cent received their mail *unopened*; 11.5* per cent more received it unopened if delivered marked "personal"; and only 16.2* per cent reported mail opened before it came to their desks.

* From a survey by the magazine, "Printed Salesmanship."

(Reporter's Note: Hillary G. Bailey, Editor of Coca-Cola's famous, copyrighted house magazine, "The Red Barrel" has given us permission to reprint this interesting article from the May, 1946 issue. It was written by James P. Petit of the Atlanta Envelope Company, Atlanta 1, Georgia.)

And it is safe to assume that of the latter a large number requested that the envelope accompany the letter or the advertising, if for no other reason than to check that chronological index—the postmark.

And here's the point—although *four-fifths* of these businessmen received their mail unopened, what percentage of it *did they open*? The answer to that one depends a lot on how well the envelopes did their job?

The Direct Mail Research Institute, Chicago, made an intensive study of "How BIG is an Envelope?". Not how *big* in inches-long and inches-wide. But how *big* in the mind of the customer or prospect? How big as an IDEA about its meaning, its functions, its opportunities waiting to be capitalized?

According to the Institute's findings, here's how BIG an ENVELOPE actually is—and the facts are put in small type because the IDEA is big and sound enough to be easily digested regardless:

"1. It's as big as the first moments of any contact: the first split seconds when we 'take notice' of a thing. It's the fuse on the hand-grenade. The trigger on the loaded gun. The hook on the hoisting chain. If the fuse is right, the grenade explodes on contact; does its job. If the trigger is right, a shot is fired. If a hook is what it appears, it permits the chain to bring up its load. The 'right' envelope can do these same things for a mailing . . . which is a pretty Big Idea when we remember that often *thousands of dollars* have gone into preparing the material inside it!

"2. It's as big as any *last detail* that goes to complete a job. The thing

that makes it a 'finished' job. Yes, it's the last detail Mr. Mailer considers in connection with his routine correspondence, his business literature, his promotion campaign . . . BUT, because it's the *first* thing the recipient sees, it's very, very big. So big that it decides the fate of the letter, the booklet, the 'special offer,' the moment it's seen! And finally—

"3. In importance, it's as big as the *cover* on a magazine . . . the *sign* on a store front . . . the *colors* on a flag . . . the *features* on a face you know. Big, because it can identify, invite, distinguish and set apart, a mailing just as these other BIG business elements do."

You say these aren't new thoughts? Perhaps not! They're terribly old . . . and so obvious that mail users, with a few glitteringly successful exceptions invariably overlook them. You cannot disregard the importance of this "FIRST IMPRESSION"—the *envelope*—and get continued results.

The same envelope used year in and year out loses its surprise quotient and the effect of newness. Every carefully planned Direct-Mail campaign or promotional venture gives selection of the envelope the same cautious consideration as any other important unit of the program. In many instances, before an intensive campaign is projected, tests are made over numerous small "guinea-pig" areas to check the effectiveness of one envelope against another.

From countless tests made by envelope manufacturers and advertising agencies over America, selection of the *right* envelope for a specific job has come to be an *exact science*, rather than a matter of hit-or-miss judgment. An expert envelope manufacturer or an accredited advertising agency knows how to select the right envelope for the particular job to be done and can do so with finesse and economy. It is a positive, known fact that the pulling-power of the *right* envelope profitably transcends the results from the use of the "almost correct" envelope.

As classic examples, tests have proved that it is frequently better to

use business reply envelopes than it is to use "return" envelopes with 3-cent stamps affixed. Likewise, it is a known fact that government-stamped envelopes do not usually yield best results in a Direct-Mail venture, perhaps because of "sameness" or lack of individuality.

All envelopes—not only those used for sales letters and advertising pieces—need careful consideration or, better, the advice of an expert, in selection. Today—no less than the fabulous day of Chic Sale—is the day of the "Specialist." Consult the envelope specialist—your Friend-velope manufacturer.

There are hundreds of other envelopes used in the business world that are plain, unadulterated MISFITS, and have no legitimate or justifiable reason to be used.

On slack days, I have seen firms use their supply of costly 9 x 12 heavy kraft envelopes in forwarding to another department a single memorandum note scribbled "OK to start production on No. 8249—Jim." They do this simply because the supply clerk is too lazy or short-sighted to see the ultimate economy in having the proper

size Inter-office delivery envelopes on hand.

I have had my corner druggist send to my house by his delivery boy a dime tin of aspirin tablets and a postage stamp in a *plain* manila envelope, 5 x 7½ inches. He wasted nearly eighty square inches of valuable advertising space without so much as suggesting that he also delivered ice-cold, sparkling Coca-Cola. Yet . . . there are other druggists, notably more successful, who are using as many as five different envelopes for delivery service—each with an attractively printed sales message on it suggesting one or more of their special (high-profit) items.

Let's take a look at another familiar type of envelope—the transportation ticket envelope:

When you see the smartly-designed, streamlined "wallet" envelope that you have your Air Line stubs in, it makes you proud that you are living in a fast, scientific age and that you are traveling under the best conditions today's facilities afford. Sometimes it even reminds you of the pert and trim little brunette hostess who flicked the tickets into the envelope. You feel you will be important when you fly again.

Then think back at the curled-up octogenarian who trembled a yard-and-a-half of tickets into an envelope poorly printed all over the front and back with useless information, just like it was printed when the "Best Friend" chugged back and forth between Charleston and Hamburg. That'll put a cinder in anybody's eye.

This is not just an attempt to glorify or glamorize an already great instrument—the *envelope*. The expert envelope manufacturer will tell you that there is a *special envelope*, a very particular type of envelope, with a definite kind of corner card, on a carefully selected paper stock, all designed to suit you and your personality for your immediate current need.

Let's not forget one highly important fact in this connection, and that is that BEFORE THE ENCLOSURE HAS A CHANCE TO SAY A WORD, the ENVELOPE has already spoken!

Make it put in a good word for you . . . make it shake hands, warmly, for you . . . make it project your personality and sell your product or service wherever you may direct it . . . then, and only then, can you call it a real FRIEND-VELOPE.

MORE ABOUT CHECKVERTISING

Dear Mr. Hoke:

Being in the Bank Stationery business with emphasis on checks, and also having been a student of direct and direct mail sales advertising for quite some years, I was highly interested in the spurge on checks as an advertising medium appearing in the current issue of *The Reporter*.

That a potent advertising and prestige medium is right at their very finger tips is a fact that many firms completely overlook. As you point out, "it's a perfect time to put across a lasting advertising message."

And there's another feature that perhaps you may not have considered—the surprisingly wide coverage attained by each check placed in circulation. A safety paper manufacturer has estimated that an average of eighteen persons see each check issued. Personally, I usually place it at an even dozen and when thus speaking conservatively it can be seen that 12,000 (yes, sir!) mental impressions are created for each 1,000 checks written. That's a "list" not to be overlooked.

One word of caution! Don't clutter up a check to the extent that internal handling by the bank is made difficult. The user may hear from it and it's really not fair to the bank. On the check illus-

trated, the upper right hand corner should have been left blank for the routing symbol recently devised by the Federal Reserve and the ABA.

I always open your magazine with zestful anticipation, and if I've ever been let down the instance can't be recalled just now.

Best wishes to you, Mr. Hoke, and keep up the good work.

Turner Goldsmith, Assistant Sales Mgr., John H. Harland Co., Atlanta 1, Georgia.

Reporter's Note: Thanks for suggestions.

Speaking of Using Checks . . .

for advertising . . . the Baber-Graves Company, 119 Madison Avenue, Memphis 3, Tennessee has a beautiful check, but it would be too difficult to reproduce in the magazine.

Has an attractive and colorful border design of mailing and transportation illustrations printed on the safety paper . . . with shadowy illustrations of letters in the main check area.

MOST BEAUTIFUL JOB OF THE MONTH

The institutional brochure just released by the American Monument Association, 80 Boylston Street, Boston 16, Massachusetts, is outstanding in every way. Size 11" x 14", 20 pages and French fold covers, tied with heavy white cord. Title on front cover, "Lest We Forget" worked in with dry embossed cut of broken marble pillar and green laurel wreath. Lithographed throughout. Only a few lines or paragraphs of copy on each page, superbly handled. Beautiful gray duotone photographs throughout the booklet tell most of the story. The story of war memorials is of particular interest at this time, and the purpose of the booklet is to help those charged with the privilege of deciding what type of memorial to erect.

Our congratulations to the American Monument Association for taking the time, thought and effort to make the booklet a thing of beauty. It was produced by Wetzel Brothers of Milwaukee, Wisconsin . . . and our hats are off to them for turning out a perfect job.

Getting the Right Start In Direct Advertising*

HARRIE A. BELL

FLEXIBILITY

All types of advertising are subject to some variations in use; that is, they are flexible in their application to your sales problem.

Individual advertisements in newspaper campaigns can be varied, if it is thought desirable, in size, styling, and in frequency of appearance—to meet the varying conditions which you foresee—or which may arise suddenly.

Periodical advertising has the same flexibility as newspaper space, except that it is usually longer in preparation, and except for the speed with which it can be put into circulation.

And so it is with radio, billboard, car card, poster and the other kinds of advertising. Each, to some degree, is subject to intelligent variation of use in one factor or another. In consequence, it is not necessary always to follow one given routine; on the contrary, it is desirable to “change your pace” from time to time, as occasion warrants.

Direct advertising is especially flexible.

You can use different sizes, shapes and folds; you can vary the styling; you can select paper stocks from a wide choice of colors, finishes and weights; you can enclose your piece in an envelope; use a tube; send it without cover as a “self-mailer.”

There are occasions when paper stock is not used, but a fabric, a wood veneer or other unusual material takes its place.

In its physical form, therefore, you will find direct advertising is highly flexible. Because of this you can plan a campaign of four or five pieces, and have each mailing take a different form. For example: a mailing card, a folder, a booklet, a letter and a broadside. The possibilities are almost unlimited.

But direct advertising is also highly flexible in timing. You can schedule your mailings or delivery of pieces at regular, stated intervals—or you can use a wholly irregular schedule of mailing dates if occasion warrants. In introduction of a new product it is often desirable to take advantage of this, sending the first few mailings at intervals of only a few days. After this initial intensive drive, one may schedule mailings less frequently—and finally settle down to perhaps monthly mailings for the long pull. But even then for some special purpose, you can again group a few mailings closer together.

Also, you can time your direct advertising to suit your office convenience. Suppose you desire to have your office people do the addressing in their spare time. If there is no reason to the contrary, you can then mail each day's production as the addressing, stamping and sealing is finished, and continue until your complete list has been covered.

This method of mailing out a few hundred pieces each day is especially desirable where you contemplate a fairly large percentage of returns which must each receive a prompt reply. Suppose you were announcing your company's new catalog, for example, and wished to dictate a personal letter to each person who sends in the return card asking for a copy. In such a case, to mail out 5000 of the announcements all at one time would be unwise. If only ten per cent of those addressed sent back your cards, you'd have 500 personal letters to dictate—and you could scarcely handle such a heavy task promptly and adequately. But you can level out the job to whatever point you wish, by carefully limiting each day's mailings so that the number of inquiries will be no more than you can conveniently reply to promptly.

Direct advertising is further flexible in the speed with which it can be put to work when sudden action is necessary. Such a case may arise when prices change overnight, and buyers must be notified at once. Likewise, when a certain specification of materials is altered, immediate notification of all who should know can be taken care of by a Direct Mail piece.

Another use of timing in direct advertising which can be made effective is illustrated by the coal and fuel oil dealers who prepare special “cold weather” mailings. These pieces are prepared completely, addressed, stamped and ready for the mail box—but withheld until the weather bureau reports a “cold snap” on the way. Immediately, then, the pieces are mailed, and when they arrive they are perfectly timed to the low temperatures—influencing each prospect a bit more in his decision to buy at once.

Sufficient has been said to point out that flexibility of timing is an important advantage of direct advertising.

There is the further advantage of flexibility in distribution. Take the case of a carefully prepared booklet, which discusses and illustrates the advantages to a buyer who purchases and uses a given product. Originally conceived as a sales message to be mailed to a list of probable prospects, this one booklet has other possible uses—other ways in which it can be used effectively to influence sales. For example, the firm's salesmen can make excellent use of it, oftentimes, during their actual interview with prospects. Or, if they do not use it in their interviews, they will find it useful to leave with the prospect—to keep the sales points clearly in his mind when the verbal story told by the salesman has grown dim. And, if the booklet has not been used in any of these three ways, it can certainly be made an effective follow-up piece, by mailing it to the prospect a few days after the original sales interview.

Direct advertising is not limited to one method of use, nor to only one or two channels of distribution. In the example above we examined two distribution channels—through the mails and from the hands of a salesman. But there are other methods of distribution. Folders or booklets can be put on the store counter, to be picked up by customers in the store.

*This course is copyrighted and must not be reproduced in part or whole without permission. It has now been published in book form, with a house magazine appendix, by Graphic Books, Inc., 17 East 42nd Street, New York 17. Price \$4.00.

Folders or booklets can be enclosed in packages of goods, reaching every purchaser of that product. Such pieces can be included with each letter going out with the firm's regular correspondence; or with the bills and statements.

So you see that direct advertising is *flexible as regards distribution*. A great many pieces are prepared, of course, for use in only one of these distribution channels; but others—planned primarily for one such use—may be found to be effective if distributed in several of these ways.

If you take advantage of the remarkable flexibility of direct advertising you will be watching for variations in its *physical form*, in its *effective timing*, and in its *many ways of distribution*. Intelligent handling of these, singly or in combination, will naturally add just that much more to the results you secure from your direct advertising investment.

SPECIAL AND ANNUAL REPORTS

MILWAUKEE HAS EVERYTHING! Issued by the Industries Division of the Milwaukee Association of Commerce, Milwaukee 2, Wisconsin. Size $8\frac{1}{2}$ "x11", 32 pages and covers. A beautiful booklet. Second color (a very attractive rose-brown) used on solid covers and as borders, spots, and photographic backgrounds for charts. Booklet is used as a prospectus to convince outside plant managements to consider Milwaukee when decentralizing operations, or when expanding to new territories. We like the "Foreword" and think it worth reprinting:

Cities are like people. Some are dull, some are gay, some are warmhearted. To newcomers and to new businesses, cities offer their reputations, good or bad. You who may contemplate a new location for your industry—or may think in terms of decentralization of your present operations—will do well to consider the established reputation of your prospective new cities.

This is the story of Milwaukee, the city which has everything—for profitable industry and for enjoyable living. It is the story which confirms Milwaukee's famed reputation for moving forward soundly.

You are primarily interested in advantages for your business. Milwaukee

has those advantages. In addition, Milwaukee has advantages that make living enjoyable for your worker, his family, your family and for you.

You are invited to come to Milwaukee to experience for yourself her warm and friendly character . . . to see how Milwaukee moves steadily forward . . . to become fully convinced that *Milwaukee has everything for your industry, for your living and for your recreation*.

Our sincere congratulations to Milwaukee's Chamber of Commerce for a super-excellent public relations promotion piece and to The E. F. Schmidt Company of Milwaukee for producing it.

REPORT OF THE INSTITUTION FOR THE CHINESE BLIND, 1945. Issued by the Institution for the Chinese Blind, Inc., 156 Fifth Avenue, New York 10, N. Y. Size $8\frac{1}{2}$ "x11", 16 pages. The report covers the costly destructive years of war China has suffered. Profusely illustrated with appealing photographs of Chinese blind. It shows what has been accomplished by the Institution in behalf of these people during the last six of the war years. Shows the great need for immediate and future help. The Institution has gradually been hearing from their contacts in China, and are now waiting to hear from the other more than forty schools of occupied China that may still have survived. We were interested in seeing the name of that well known Direct Mail expert, Homer J. Buckley, on the Advisory Committee of the Institution. An excellent report, and rates a special orchid.

81st ANNUAL REPORT—1945. Issued by the Elgin National Watch Company, Elgin, Illinois. Size $8\frac{1}{2}$ "x11", 12 pages. Only color used is broad gold band on front cover and narrow gold border on back. Letter from President T. Albert Potter explains reconversion to peacetime work. Next four pages are devoted to financial statements and reports. This is a straight financial report . . . with last two pages only devoted to "sales" story. Back page shows illustrations of four Elgin plants. A fine printing job, but no effort has been made to "dress up" the report. However, after issuing eighty-one such reports perhaps the regular or routine selling story is not needed.

SELL BY MAIL

With Actual Photos!



This is a No. 4 "Tip-on" (Actual Size)

Let genuine photographs of your products or service work for you on sales letters, folders, circulars, etc.

Any original photograph will reduce proportionately into six different sizes of "tip-ons," gummed on reverse side.

No.	Size	500	1,000	2,000	5,000
4	$1\frac{3}{4}$ x $2\frac{3}{4}$	\$9.50	\$14.75	\$24.00	\$50.00
2	$2\frac{1}{2}$ x $3\frac{1}{2}$	12.00	17.50	33.00	75.00
3	$1\frac{3}{4}$ x $3\frac{1}{2}$	10.00	15.00	42.00	60.00
6	$1\frac{3}{4}$ x $1\frac{3}{4}$	8.00	12.00	20.00	47.50
9	$1\frac{3}{4}$ x $1\frac{1}{2}$	7.00	10.00	18.00	40.00
1	$3\frac{1}{2}$ x $5\frac{1}{2}$	17.00	27.00	49.00	110.00

We suggest you send us your original photograph, and we will gladly prepare samples without cost or obligation. Seven to ten day service.

The Grogan Photo Co.

Danville, Illinois

ATTENTION

LETTER SHOPS

Responsible direct mail organization wants permanent trade connection with quality shop to produce large quantity personalized letters yearly.

Box 602, The Reporter
17 E. 42nd St., New York 17, N. Y.

POST OFFICE

A REGULAR REPORTER FEATURE

Probably the recent railroad strike has made the American public more conscious of the Post Office than any single incident in recent history. All too many of us take the Post Office as such a matter of course that we think nothing of it—unless a letter or package has been slightly delayed in delivery. The strike had one good effect anyway—it made the newspaper editorial writers want to pat the Post Office on the back—a thing most of them should have done long ago—if for no other reason than without the Post Office subsidy on 2nd class mail, these same editorial writers might well be out of jobs. However, many were the encomiums and the amazements expressed that 1st class mail was delivered on schedule. Not because it's any better but simply because it's typical, we quote the Post Office editorial from the June 10th issue of the Minneapolis *Daily Times*.

ANONYMOUS ARTERY

"Since its inception in 1775, the federal postal system has grown and expanded to dimensions which today compare with those of a major industry.

"The figures of its present size are impressive. According to a commemorative brochure just released by the post office department, it employs nearly half a million persons, maintains well over 3,000 post offices. Its annual business transactions approach a billion and a half dollars, and it handles nearly 40 billion pieces of mail in the average year.

"These, of course, are facts which escape the mind of most Minneapolitans as they drop a letter in a sidewalk mailbox or dispatch a parcel overseas. Yet the strange anonymity in which postal employees labor does not detract from the efficient complexity and vastness of their organization.

"With 15 different types and classes of mail service, the postal system makes possible the reliable interchange of thoughts and goods throughout the nation and abroad. With a cheering disregard for climatic and calendar hindrances, these public servants perform an arterial job in the country's life.

"The great tribute, perhaps, to the unflinching effectiveness of our post office workers is the very fact that their task is so well done that it becomes a com-



EDWARD
N.
MAYER
JR.

monplace matter to the rest of the population.

"But certainly the unofficial motto beginning 'neither snow nor rain nor heat nor gloom of night' . . . has lost none of its truth since the first, experimental days of the postal system in the time of Benjamin Franklin and the Continental Congress."

A good friend of ours, a shrewdie if we ever knew one, got exceptional results from a mailing he sent out during the strike. He had the mailing all ready to go—and dropped it just as the strike started (1st class of course). The product he offered had nothing to do with the strike, nor was the strike mentioned in the letter. He counted on the lack of competition there would be when his piece arrived. And he counted well—in fact all the way up to approximately 40% more business than he'd ever had from any similar effort. Undoubtedly there's a lesson of sorts in the story—but just when you'll be able to use the lesson escapes us—and we sincerely hope the proper time will escape all of us for a long, long time to come.

A revised edition of the official booklet containing descriptions and illustrations of all U.S. postage stamps, from the date of their introduction in 1847 up to and including March 31, 1946, including plate numbers and quantities issued of commemorative and air mail stamps, has just been issued by the Post Office Department. You can get a copy of the booklet for 30c from the Superintendent of Documents, Government Printing Office, Washington 25,

D. C. But, be sure you send a check, money order or postal note—even for this booklet, *postage stamps are not acceptable in payment!*

* * *

If you didn't read George Kinter's "One Advertising Man to Another" in last month's issue of *The Reporter*—be sure that you do. Everytime we pick up a copy of the *Postal Bulletin* we realize how right he is about the rackets 'in advertising. Seems every issue contains a long list of "Fraud Orders," "Fictitious Orders," "Arrest of Postal Offenders," and "Cancellation of Wanted Circulars." As we've said before, the lists are getting longer and we can be thankful for the Postal Inspectors who spend their lives keeping the mails *clean*. But you can be helpful too—if you stumble into any mail racket be sure to notify the Postmaster in your city immediately. The more rackets we help to chase out of the mails, the more certain we can be that honest mail selling will be successful.

* * *

Since June 1, ordinary (unregistered and uninsured) gift parcels not exceeding 11 pounds in weight have been accepted for mailing when addressed for delivery in the American Zone of Germany, *except the American Sector of Berlin*. (Wonder if the Russians have something to do with that, too?) The parcels are subject to the following restrictions:

(1) Only one parcel per week may be sent by or on behalf of the same sender to or for the same addressee.

(2) Contents are limited to such essential relief items as non-perishable foods, clothing, soap, mailable medicines, and other similar items for the relief of human suffering. *No writing or printed matter of any kind may be included.*

(No problem of censorship here, as there was when letter mail became acceptable for mailing to Germany. The post office not only says no writing—but because its fourth class mail has the right to (and probably will) inspect every package.)

The parcels and relative customs declarations must be conspicuously marked "Gift Parcel" by the senders, who must itemize the contents and value on the customs declarations.

Parcels shall not exceed 72 inches, length and girth combined.

The parcel post rates are changed to be 14 cents per pound or fraction thereof.

Parcels should bear the name of the addressee, street and house number, town, postal district number (if known), province, and the indication "American Zone, Germany." Box numbers may be used as part of the address provided the name of the box holder is shown. Parcels shall NOT be accepted for mailing when addressed "General Delivery", or when addressed for delivery in Berlin.

Parcels which are undeliverable will not be returned to senders but will be turned over to authorized German relief organizations for distribution to the needy.

* * *

We've been looking over some of the figures on the amount of mail transported during the 1945 fiscal year (July 1st, 1944-June 30, 1945) and we'd like to pass some of them along to you. The Post Office carried over 38 billion pieces which weighed 3,733,495 tons. That's more than a million pieces a day weighing more than 10,000 tons. But those aren't the figures that intrigued us. Almost 20 billion pieces of first

class mail brought into the Post Office coffers over 615 million dollars. However (and maybe we haven't quite recovered from that *Collier's* article on the Direct Mail business) 5,521,900,000 pieces of second class mail brought in only \$29,077,000, while 5,446,200,000 pieces of third class meant \$75,976,000 in Post Office receipts. Maybe we'd better forget the whole thing—but we still feel it's pretty silly stuff for one group of advertisers who receive a subsidy on their mail that amounts to four times that of third class, to go out of their way to bemoan publicly that same third class subsidy while calmly forgetting their own.

Direct Mail Gossip Column

James Grady, well known to *Reporter* readers for his articles on correspondence supervision, has a leave of absence from Wallace Clark & Company, New York City, and is now Executive Assistant to the Administrator of the War Assets Administration in Washington, D. C. See article on page 16 of this issue.

Samuel E. Gold, the man who popularized speakers gavels by Direct Mail for the Lignum-Vitae Products Corporation, 96 Boyd Avenue, Jersey City, New Jersey, now has another crusade in addition to his regular business. He's spearheading a movement by the venetian blind industry to raise \$250,000 annually for a nationwide public relations promotion campaign. Nearly half the first year's budget is already raised. It is being done by Direct Mail. Why can't the Direct Mail industry have a public relations campaign?

H. J. (Hig) Higdon, famous editor of *The Phoenix Flame*, h.m. of the Phoenix Metal Cap Company, 2444 West 16th Street, Chicago, thinks the stealing of jokes and other material by house magazine editors is getting to be anything but a joke. Hig saw "that joke" in the last issue of *The Reporter* about house magazines stealing jokes. We credited it to a fellow in New Jersey. Hig sends proof of his original printing of the joke back on May 30, 1945 and says that it has been stolen many times. Hig also sent photostat of an article first printed in February, 1934, which was written by F. C. Bierne and so

credited. Hig tells us that the same article, with many variations in text and credited to several different writers, has been repeated in hundreds of house magazines. He sent us samples with alterations marked. All we need now is . . . a solution.

John B. Mannion, Advertising Manager of Austenal Laboratories, Inc., 5932 Wentworth Avenue, Chicago 21, Illinois, has been appointed General Chairman for the 27th Annual Convention of the Direct Mail Advertising Association, to be held October 18th and 19th in the Stevens Hotel, Chicago. He's working hard lining up committee chairmen and handling the hundred other details a convention involves. The program this year will be built around a survey of how Direct Mail is planned . . . now being conducted by mail.

A pat on the back to K. C. Pratt for the first of the series of booklets he has written for, and to be released by, The Champion Paper & Fibre Company, Hamilton, Ohio. The series is designed for employee house

magazine editors and students of journalism. First book is entitled, "House Magazine Copy, Writing and Preparation for the Printer." 8½" x 11", 48 pages plus covers. Beautiful job. Other booklets to follow will cover such subjects as layout, format, typography, illustrations and production. K. C. Pratt, incidentally, is the editor of *Stet*—Champion's monthly publication for house magazine editors.

50,000 OHIO FARMERS Operating FARM TRUCKS

Can Be Reached Thru Our List Of

FARM TRUCK OWNERS

Who Purchased 1946 License Plates

LISTS ON CARDS . . . ON STRIPS

or

ON YOUR ENVELOPES

Ohio Motor List Company
Zanesville, Ohio

About Government Letters

As reported in our gossip column, James Grady is temporarily acting as executive assistant to the Administrator of the War Assets Administration in Washington, D. C. He's the man, you may remember, who installed the original letter improvement system in the Department of Agriculture.

Here's copy of an interesting mimeographed inter-office memo issued by the War Assets Administration. It is a good outline for commercial organizations as well.

MEMORANDUM

To: All Officials in the
Washington Office

Subject: Your War Assets Letters

About 6,200 letters go out from the Washington Office of WAA each day. At least 90 per cent of our contacts with those whom we serve are through letters.

Your letters will determine, to a large extent, the reputation of WAA for doing an efficient, business-like job.

I urge you to read carefully the following seven suggestions for preparing WAA letters. A preliminary review of our correspondence shows

that many of our letters can be substantially improved if we follow these guides. I am counting on you to see to it that your letters are good representatives of WAA.

Guides to Friendly, Effective Letters

1. Answer letters promptly. To the citizen who wants surplus goods, delay in getting the information he needs is "red tape" and "more bureaucracy." And the longer a citizen with a grievance (real or imagined) has to wait for a reply, the more difficult is our job of reasoning with him and regaining his good will. Courtesy as well as good business demands that we answer letters promptly.
2. Get a mental photograph of your reader—from his letter or letters. Direct your message in *talking* words to his interest and his needs.
3. Give your reader all the information he needs. Take another look at your mental photograph of him, and ask yourself: Is this letter a complete and convincing statement? Will it answer all the questions in his mind? Will he know what to do and how to do it in order that he may obtain the service WAA was set up to render?

4. Be sure that your facts are accurate. Never use lack of time as an excuse for not digging up all the facts. You will save time in the end—and gain the respect and confidence of your reader—by making sure that your letter is correct.
5. Conserve your words and your reader's time. Don't expect him to plow through a lot of non-essential facts or windy phrases. Only the facts that deal directly with the subject from his viewpoint will hold your reader's interest.
6. Make your letters so clear that your reader cannot *misunderstand* you. If your letter does not convey the essential facts clearly, it will mean further correspondence and will antagonize those who should be WAA boosters.
7. Put your best self into your letters. Courtesy and forcefulness are not incompatible. You may rightly resent unfair statements or insinuations, but you will gain nothing by replying in kind to an unreasonable or offensive letter. The *facts* in your reply will constitute a *strong* answer and will gain increased respect for you and for WAA.

E. B. Gregory
Administrator

A QUESTION AND ANSWER

Here's an interesting question from a recent letter to *The Reporter*.

This is an Insurance Organization and we have a large number of members who pay premiums monthly from all parts of the country by mail. We have been supplying a business reply envelope and we were wondering if any better returns on collections would be made by using stamped reply envelopes. If *The Reporter* has ever had any articles on this subject, we would appreciate receiving a copy.

There would actually be a saving to us in furnishing the stamped envelopes as against paying the 4c on the reply envelope but there would be the extra work of putting stamps on the envelopes.

Although experience in the past has shown that the addition of a stamped envelope will not increase returns if the mailing calls for action on the part of the recipient which involves the payment of money . . . we were not sure in this case, so submitted the question to Leonard Raymond of

Dickie-Raymond, Boston. Here is his answer:

Obviously, if your correspondent gets better than 50% returns on his monthly insurance premium mailings—and I'd think he would have to, to stay in business—a 3c stamp on his first mailing should not only up his returns but should be more economical for him. The cost of affixing the stamps—probably around \$1.50 per M—wouldn't be a major consideration, and in the long run I'd say he ought to increase his returns at the same time he is reducing costs.

HOW DIRECT MAIL GETS BUTCHERED

In the May *Reporter*, we printed an article by Dean Burgess entitled "Most Direct Mail Articles Give Me a Pain." Here's an interesting reaction:

Good Morning Henry Hoke:

I'd like to say amen to Dean Burgess. Of course, Dean as usual, makes the thing sound very simple. He's been that way for a long time—away back when

he had much more hair than he now has. Away back when my hair wasn't as white as now.

In those days Dean and I were learning, (the hard way) why business men so seldom used Direct by Mail successfully. After "one shot" they'd quit. Often they'd buy a "mailing" and not mail it. Frequently they'd "load" their lists with everything but prospects. Instead of relying on their own judgment they'd talk to their banker, their lawyer, their mother-in-law, the bartender, the office boy and their wife. These talks ended by the advertising being completely butchered or dropped. Of course this didn't always happen for I have some very successful accounts—but, my friend, only a few will be successful mail advertisers. Even the big National Advertisers frequently "muff" mail advertising. Perhaps that's why we're drifting away from the service end and going into the mail order business. We like to write mail order copy. We like to print it. We like to mail it—and best of all we like the cash that comes in daily.

Yours Merrill-y
Merrill M. Jackson
818 Wyandotte St.
Kansas City 6, Mo.

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Notes from a Mail Selling Scrapbook

by JAMES M. MOSELY



Want a case history of more orders per thousand at lower cost?

One mailer recently "boiled down" a sales story from a long letter, illustrated circular, order card, return envelope, and briefed it all on a DOUBLE CARD in two colors.

It was a mailing with surprising punch. Delivered first class—FAST under regular 1c stamp with prospect paying return 1c fare, also delivered first class. SALES beating more elaborate piece.

* * *

SAMPLING BY MAIL more effective than ever because missing so long.

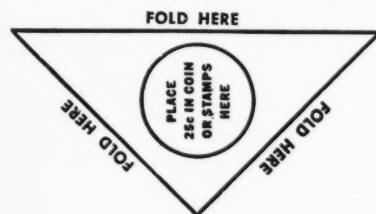
"Hand prospect something if you expect him to hand something to you."

Brief MEMO, one-line fill-in, puts in prospect's hand timely booklet, with helpful data.

First, interest; then, goodwill; then a bid for quantity sale of booklet for employees. Order form, on back of MEMO, ups unit if company imprint offered.

* * *

Here's how a coin card for quarters reduced from original size of 3½" was made with printers rules on get-acquainted Mail Campaign to introduce Nutrex vitamin concentrate:



* * *

"See Mexico by mail."

A couple of bright young Texans who speak Spanish are enjoying two months in Mexico this summer, financed by their mail order idea:

For \$10 forty letters are written and mailed from principal Mexican tourist centers and primitive villages. (Suggested as gift for graduates, shut-ins, etc.)

That's what's meant by Mail Order Flair.

* * *

This innocent-sounding classified "ad" in the Chicago Daily News, 1887, made history:

"Wanted: Watchmaker with references, who can furnish tools; state age, experience and salary required."

Man who placed the "ad" was Richard W. Sears. It was answered by A. S. Roebuck. Out of it came largest mail order enterprise of 'em all: SEARS ROEBUCK & COMPANY (which expects to do a billion and half through stores and by mail this year).

* * *

A 16-page CATALOG, which also is a check-list and order form, is mailed to doctors by ROBERT BRUNER, psychiatric books, New York City.

Prospect simply checks squares beside all books he wants, mails catalog back, is billed later (books sent postage free) and he receives another catalog when his books reach him.

* * *

Another wrinkle in Direct Mail to sell perfume to consumer:

Blank card, which, when dipped, reveals message.

* * *

A special "Tax Refresher Kit" without extra cost is offered by PRENTICE-HALL, INC., as a premium with Accountant's Weekly News-Letter.

A "kit" (or combination of items) as a premium can be dramatized more than a single item.

* * *

Incorrectly-addressed mail is spotted and steered right by this mimeo

Who buys
for the HOME ?
The FAMILY P. A. . . .

Reach her thru our
New List of
WIVES and MOTHERS

Tell these women
your story
and watch your
SALES CLIMB

Write for counts or send 2000 empty
envelopes for cross section test NOW,
at only \$10.00 per M.

Order thru your Broker or direct
PUBLICITY SERVICE BUREAU, INC.
FOUNDED IN 1915
PUBLISHERS BUILDING
BABSON PARK 57, BOSTON, MASS.



CUSTOM-MADE...

Whether you sell soap, sables, steel, sequins, or some special service, Ahrend Advertising is "hand-tailored" to your requirements.

Your sales program—a single piece or a year's campaign—is planned and produced by expert craftsmen to achieve the desired results.

Ask to see samples (no obligation, of course), of the successful Ahrend technique of "custom-made" sales promotion. Call MURRAY HILL 4-3411 or write TODAY.

D. H. AHREND CO.

CREATIVE DIRECT ADVERTISING
333 E. 44th ST., N. Y. 17, MU. 4-3411

form used by CRESCENT MFG. COMPANY, Seattle, Mapleine.

Gentlemen:

Our direct mail division says it is important we notify you!

Your CIRCULAR of DATE addressed to MR. BILL JONES is acknowledged.

However, MR. JONES is no longer with us.

May we suggest that you address your correspondence in the future to the Company? Be assured it will be directed to the executive or executives for whom intended.

P.S. If your letter is incorrectly addressed, we would like to be told, too!

* * *

New study of standard list rate card, used by all list brokers, now under way by NATIONAL COUNCIL OF MAILING LIST BROKERS . . . with view to early revision.

* * *

Big swing of people back to permanent addresses under way. Two years from now addresses should be stable again. (We hope.)

* * *

A Department Store sampled own-brand blade direct by mail. Customer opened envelope, cut herself badly, sued store, won.

* * *

The biggest job for book publishers is to focus, for most volume, on the 50% of the public which likes to read.

But there are 21% in-active readers and 29% non-readers to be won over to the pleasure of reading books instead of other use of leisure.

Education continues the biggest single influence in creating habitual readers. As college training expands so will the crop of readers.

Active readers borrowed 57% of the volumes read, 11% received them as gifts, and 31% bought.

Book clubs ranked 22% or next to book stores as a source for books bought. Especially strong—upper and middle income families. More women than men bought from book clubs but more men than women from mail order houses. Book club selections were read more frequently by people in their twenties and thirties.

Book dealers, asked whether book clubs had increased or decreased sales, reported an increase to the extent of 42% of the dealers; 25% felt the opposite.

These are a few mail-significant findings from "PEOPLE and

BOOKS" (\$10), a new study of reading and book-buying habits, by Dr. Henry C. Link and H. A. Hopf, based on field surveys by the Psychological Corporation, New York City, published recently by the Book Industry Committee, 166 pages illustrated with colored charts.

The book makes clear that Direct Mail, even with its many achievements, still has new worlds to conquer.

BRICKBATS OR BOUQUETS?

In the March issue of *The Reporter*, we printed the following item.

Reporter's Note to all h.m. editors: I've just finished a five hour stint . . . leafing through all the house magazines received during past month. What's the matter? Are you tired, discouraged, fed-up, in the rut, or what? With a few notable exceptions, most of the specimens reflect drab, what-the-hell's-the-use attitude. Advice: (1) Take a vacation . . . or something to give you fresh outlook. (2) Get some new, young, enthusiastic blood on your staff. (3) Start swapping ideas with some of the h.m. editors who are not "tired" or (4) Persuade your president (or whoever else is responsible) to let you get away from stuffed-shirt dignity. The executive blue pencil ruins a lot of should-be-good house magazines.

On June 18th the following letter was written:

Dear Mr. Hoke:

As a house magazine editor, my feathers were somewhat ruffled after reading your *Reporter's Note* on Page 7 of the March issue of "The Reporter of Direct Mail Advertising." You will recall that this summarized your observations on house magazines after a five-hour ordeal of reading a month's collection.

Although I honestly believe that you are just kidding, and have as high a regard for the possibilities of house magazines as the editors themselves, nevertheless, I do not think your statements should go unchallenged. While I agree with you partially that some house magazines "reflect drab, what-the-hell's-the-use attitudes," at

the same time there are others who are continually searching out ways and means to present fresh, new ideas that are not even covered by the trade papers or general magazines.

To illustrate, I am attaching a copy of our May-June issue of *Servel News*, which came off the press yesterday. At the risk of climbing out on a limb, I would like to have your frank and honest opinion of this magazine and if you think it is drab and uninteresting.

It may be worthy of mention that our feature article, describing the Sloan postwar house in Glenview, Illinois, is a real "scoop." This story was dug up and published by the *Servel News* even before it was released to the architectural or building trade papers. This new home is of such tremendous importance to the building fraternity however, that it will be extensively described in many leading magazines later in the fall.

In all fairness, I ask you—do we deserve brickbats or bouquets?

Sincerely,

William A. Rorison
Publications Manager
Servel, Inc.
Evansville 20, Indiana

Reporter's Comment: Mr. Rorison's publication was included in the phrase "with a few notable exceptions." *Servel News* is a professional job. It is *much better* than many professional trade publications. To tell the truth, I wish *The Reporter* could afford the four-color covers, the colorful and attractive illustrations and layouts. However, I still stick to my guns and the advice in original item. Too many house magazines are drab and dull. See article on page 7 of this issue.

A DIRECT MAIL STAR HAS GONE OUT

William E. Kier, pioneer in the Direct Mail industry, passed away peacefully on June 27th at his old home in Morrison, Illinois. Bill, or "Pappy" as he was known to hundreds of men and women he inspired, was the founder of the Kier Letter Company in Chicago; the inventor of the first inked movable ribbon for duplicating typing; the inventor of the Kier Individualizing Press. *This reporter* owes much to his memory.

About Sunshine Letters

The following case history, contained in a letter from Mrs. Lucile Huntington, should be read by every person interested in Direct Mail. Not only read . . . but re-read and acted upon.

Dear Henry:

Here is something I have wanted to write you all this Spring.

Advertising people are so busy applying the basics of advertising to the developing of other people's affairs that they seldom get around to doing anything that applies to themselves.

Recently I had an opportunity to observe the surprising results that can come from using a simple fundamental of Direct Mail in everyday life.

In teaching advertising recently at Simmons College, I emphasized the importance of approaching the prospect from his interests, and doing it in a constructive manner. One of the finest approaches is the expressing of gratitude or courteous thankfulness. As a lesson assignment the students wrote "gratitude letters." These letters were not the expected "bread and butter" letters for a gift or some entertainment enjoyed, but were totally unexpected and out of the rut.

Many of the students mailed out their letters—to the street car company for some courteous attention—to an advertiser for helpful information in his advertising—to a grocer for constant extra courtesy in difficult times—to a janitor for staying on the job all night through a blizzard—even to the milk man, and many more.

What delighted, warm and joyous acknowledgments these letters brought. Some said they would cherish these gratitude letters as priceless. The students had many gifts sent them such as tickets to a ball game—butter when it was impossible to get it—a package of an advertiser's product—books, etc.

As I watched the students grow enthusiastic over the results from "gratitude letters" I decided I had better use a bit of my advice myself. I wrote a number of entirely unexpected letters thanking people or com-

panies for things they didn't expect to hear about. The results have proved that people are still human—and they do respond amazingly to a bit of honey dropped onto their everyday bread.

None of our letters went to people in the limelight who are getting fan mail by the bushel, but to plain and somewhat obscure people for simple, everyday goodness. Whether or not we ever heard from these people we had ample reward in the joyous feeling of having given somebody a happy lift and of having spent a few minutes to spread a little sunshine.

The moral of all this, if there is a moral, is: Honest gratitude simply expressed pays happiness and friendship dividends.

And the conclusion is: Too many business houses overlook the fact that customers, and sources from which they buy, and humble employees, and public servants, and associated business firms are very human. How much more direct and lasting "good will" could be built up by a few simple "thank you, my friend" letters dropped into unexpected places than a great deal of professional public relations self praise and bombast.

Do you agree, Henry.

Cordially

Lucile Huntington
80 Nottingham Rd.
Brighton, Mass.

Reporter's Note: I agree 100 per cent. I suggest that other readers of *The Reporter* try a similar experiment. I have tried to do it through the years. The results sometimes are surprising. You should see what happens when you write to the Chief of Police, commending a particular officer for outstanding work beyond his actual line of duty. That officer never forgets the letter, because usually such things, especially in a small town, are read at briefing sessions. I agree with Lucile Huntington that the letters are more effective when written to the "little people" rather than to the sophisticated few who have gone sour on fan mail.

THE REPORTER

NOW YOU WANT MORE PROFITS!

Business is moving toward a keenly competitive period under which the successful executive becomes eager to "cash in" on every worthwhile source of MORE PROFITS.

For instance, MORE DOLLARS from ONE-TIME ADDRESSING to YOUR MAILING LISTS

You have to have your mailing lists, anyway, for your own sales promotion. Cost of addressing empty envelopes for a few high grade Mass Mail Sellers a year isn't much. MOSELY does all the sales contact and follow through. Your girls or letter-shop address envelopes or labels.

Whatever you get is that much more for YOUR PROFIT "KITTY"! Perhaps a letter from you today to ask all about it may open your eyes to a NEW SOURCE of SOUND PROFITS without a penny extra overhead. "MOSELY sends the CHECKS."

Write Dept. R-6

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY sends the CHECKS"

1946 CREATIONS IN STOCK CUTS AND Artwork

SEND for FREE CATALOG

WE DESIGN >>
LETTERHEADS * LABELS
BROCHURES * FOLDERS
CATALOGS * YEARBOOKS

WE DO >>
ILLUSTRATING
PHOTO RETOUCHING
LETTERING * COLOR WORK
OR ANY ART ASSIGNMENT

ARROW SERVICE
707 FIRST NATIONAL BANK BLDG.
P.O. BOX 2217 • SALT LAKE CITY, 13 UTAH

50,000 NEW MAIL ORDER CUSTOMERS for YOU next Winter!

Small, low-cost tests *now* to promising large and small outside Selective Lists will start you on your way!

MOSELY delivers NEW CUSTOMERS IN VOLUME

FROM MAIL ORDER CUSTOMERS OF OTHER COMPANIES

These tests may open the door to your sending out millions of keyed pieces of Direct Mail straight to the Consumer this fall and winter, all at one time or to be spread over 8 or 10 months . . . to bring you

THOUSANDS of RESPONSIVE SALES-BRINGING NEW CUSTOMERS

There's an art to planning a result-producing Mail Order List-Use Program. The MOSELY ORGANIZATION has scheduled tens of millions of such pieces on many types of mail order and subscription problems. All this experience and proven MOSELY facilities can deliver you more New Customers for less money . . . perhaps in the end, after results are in, WITHOUT FINAL OUT-OF-POCKET COST.

Write Dept. R-6

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

MOSELY delivers
NEW MAIL ORDER CUSTOMERS
IN VOLUME

EYE-CATCHERS



THE photo that reaches out and grabs the eye quickly guarantees a flying start towards profitable results. That's our job! We put a hundred new photo subjects on your desk every month . . . all situations . . . all types of business . . . all permeated with PEP. Newest techniques . . . newest ideas . . . newest photography. If you have a finger in the creative pie of Sales Promotion EYE-CATCHERS will make your ads *sing* . . . and at \$6 a month it can be sneaked into any budget. Write for free proofs and details of subscription plan.

CLIP COUPON TO LETTERHEAD AND MAIL

FREE! . . . mail this now!

EYE-CATCHERS, Inc. 10 1/2 E. 38th St., N.Y. 16

Please send FREE proofbook referred to in ad. No obligations.

Name

Address

City State

A REPORTER MONTHLY FEATURE

ONE ADVERTISING MAN TO ANOTHER

A Critical Analysis of Advertising as Seen by George Kinter

Reporter's Note: I think this is one of the best columns George Kinter has ever submitted. As stated before, we do not "blue pencil" any of these monthly letters from the Pittsburgh critic. We do want to emphasize, mostly for the benefit of the many new readers of *The Reporter*, that we are not criticizing advertising just for the fun of taking cracks or for filling up space. We criticize obnoxious or unwise direct mail just as readily as we criticize obnoxious or untruthful newspaper, radio or magazine advertising . . . because we firmly believe that obnoxious advertising injures all advertising, including direct mail. And we are not criticizing radio advertising as a competitive medium . . . because we like radio and believe that it is performing an important function in American life.

For instance, our hats are off to the Mister District Attorney program, especially for the broadcast of Wednesday, June 19. The story was built around the fraudulent use of the mail, by which crooks mail cheap products at a high priced c.o.d. rate to homes of deceased persons . . . getting the names from death notice columns and claiming the deceased had ordered the merchandise sometime previous.

There are plenty of other fine radio programs. It is a shame that the medium has to suffer because of the thoughtlessness of some of the sponsors. It is a shame that direct mail has to be criticized because of the crookedness of some of the users of the mail. But in the case of direct mail, we are fortunate in having the postal inspectors and other law enforcement officers. Fraud and trickery in the mail is detected and cleaned up quickly.

H.H.

Dear Henry:

Yes, I read former agency-man Wakeman's book, *The Hucksters*, which is reported to be giving big shots in advertising the jitters, but, frankly I don't think they have anything to jitter about.

It would be my guess that the bulk of the people who will read this book—due to the publicity it has been given—will be seekers after sex thrills and filth—the type of people that fill the theaters presenting the dirtiest shows and stand in line to see movie characters tainted with scandal.

Radio will not suffer from their reading this book. The female of the species of this type will thrill even more to the cooing of radio "talent" and will listen and dream about the price the coopers probably paid for their jobs and try to picture the dream boys in the agency who collected.

Preachers and moral reformers will score the book, thus increasing the demand for it, but that publicity will be good for both radio and the big advertising spenders, as well as the agency boys.

True, there will be a few read the book who are interested in advertising and they will wade through the filth

merely to learn what they already know—that advertising and radio are dominated by a few big spenders who play up sex appeal or insult the intelligence of decent people to make sales to the moronic mass.

That the author of the book knows whereof he writes, even if he is unable to write in a decent vein, is evidenced by the fact that he has held some high-up agency jobs—one being account executive at the agency of Foote, Cone and Belding, whose Chairman, Don Belding, advocates the kicking in of 10 per cent of advertising budgets to cover a campaign to sell the public on the purity of business.

Former agency-man Wakeman handled the account of George Washington Hill's Lucky Strike Cigarettes. Some of the commentators on the book hint that this gent might have been on the author's mind when he created the character of "Old Man" Evans of the Beutree Soap Company.

Former agency-man Wakeman's story opens in a bedroom where the hero has spent the night with a "lady" friend, and bedroom scenes reoccur quite frequently throughout the story.

The hero, Vic Norman, just returned from OWI with which he

served because he was 4-F, a cynical, smooth-talking advertising man who mixes sex life with business, leaves the bedroom to take over a high-paying job of account executive with an agency handling the account of the Beautee Soap Company, whose President, "Old Man" Evans is a tyrannical, obscene, power-hungry, conceited misanthrope, who instills fear into the souls of everyone who works for him. Sales of Beautee Soap has convinced him that "nuisance advertising" pays and he insists on hammering the public with it.

Vic's boss, Kimberly, a profane, ulcer-suffering, over-sexed worm, because of the fear of losing a twelve million dollar account, "yeses" the old man in everything. Vic doesn't "yes" the Old Man at first but he does everything to meet his requirements for "talent" for his radio shows, even to making a "loud" singer out of a night club "cooler" in return for a few nights in her bedroom.

Vic finally leaves New York for Hollywood to whip a radio show into shape and on the way meets a mother and her two children on the way to meet the woman's husband on his return from the Army. She is a different type from most women of Vic's acquaintance and he falls in love with her. After a few days in Hollywood she responds and they have a delightful week-end reveling in that love in a cheap room in a slums hotel.

Vic suggests that she divorce her husband and marry him, and while she has great respect and affection for her husband, she agrees, but when Vic returns to New York, he becomes fed up with the Old Man, quits his job and calls off the wedding.

For sex-starved, as well as over-sexed females and men who like dirty stories and to hear a spade called a spade, the book will prove grand reading, but to those in advertising who would like to see its house cleaned, it will be a Muffed effort in that direction. The writer tries to tell a story of the double dealing, conniving, and "talent" stealing that goes on behind the scenes of radio and the attitude of some advertisers toward the public, but what he tells is buried too deep in muck. As one reviewer of the book put it: "Having been an advertising man on a 'presidential salary' he obviously knows what the public wants, but hasn't learned what the public should be given."

In commenting on the book, one advertising journal calls it "a worms-eye view of advertising." It is probably just that, but not in the way the advertising journal meant it. A worm may get a hazy view looking up but it can get a pretty good slant on what other worms are doing. This same advertising journal feels that the decent people in advertising will suffer because the public will assume that this is the way the "racket" works. It also takes exception to the publisher's jacket statement that "There are too many men like sadistic Old Man Evans."

"Actually," says the advertising journal, "There aren't more than you can count on the fingers of one hand (or perhaps one finger)."

As I see it, if there is not more men like Old Man Evans than can be counted on one hand or one finger, decent advertisers deserve to suffer. They could boycott all the publications or radio networks that carry such men's or man's advertising, or at least sponsor a bit of finger pointing at men whose advertising is giving the decent part of the public a bad taste in its mouth.

This advertising journal knows, as you and I know, Henry, that the fingers of one hand or many hands would not be sufficient to count the number of advertisers who are making it tough for decent advertisers.

It is really a pity that former agency-man Wakeman couldn't have passed along to the public the inside story of the advertising "racket" without making the story as lousy as the advertising around which the story was built.

• • • • •

"Can advertising help to preserve our system of free enterprise?", asked Charles LeRoy Whittier, vice president and director of Young and Rubican in speaking before the Advertising and Sales Executive Club of Montreal, and I liked this answer he gave to his question:

"It can be, but not necessarily by singing its praises. I question the wisdom of widespread advertising campaigns that seek to sell free enterprise to the public. I'd rather have it judged by what it does than by what it says in praise of itself. Without patting free enterprise on the back, advertising can be the most influential



"Dear Invalid: May we call your attention to our latest three-speed's-forward, 'JET-PRO' Wheel Chairs?"

Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

Names of Every Kind From Everywhere

We need your names—
You need our names.

Mailing Lists bought, sold, rented
and envelopes serviced.

We need the following lists:

Buyers of classical phonograph records.

Users of amateur film developing, printing, and enlarging service.

Cafes and restaurants.

Building and loan associations and Savings and loan associations, American Legion and V.F.W. Posts.

Business houses buyers of Xmas cards.

All above national in scope.

Write for full information.

"Prompt service assured."

National Mailing List Co.

Farnsworth Bldg. Memphis, Tenn.

**USE
REPLY-O LETTER**

**For Low-Cost
Subscriptions!**

Your copy will do a better job on Reply-O-Letter. Your lists will be more productive. Better over-all results are yours when you use this easy-to-answer letter.

What Are Your Needs?

**THE
REPLY IS
"IN"
YOUR
LETTER**

**Write to THE
REPLY-O PRODUCTS CO.**
150 West 22nd Street, New York 11

MAILING SERVICE

Berliner Mail Service offers its facilities for the mailing of letters, folders, books, magazines, catalogues, premiums, etc. . . . we have an open capacity for the mailing of 1,000,000 pieces every month. . . . We can handle the complete job, or any part of it—addressing, folding, stuffing, metering and mailing 1st class, 2nd or 3rd class, including material for section 562 P. L. & R. . . . If you have a mailing that must be done at a price—and, P-A-S-T!—Phone or write immediately.

BERLINER MAIL SERVICE

212 Fifth Avenue, New York 10, N. Y.
Phone: LExington 2-4745

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEdallion 3-0813

CLASSIFIED ADS

HELP WANTED

LONG ESTABLISHED Growing Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

of all spokesmen for business. * * * Everyday, thousands of advertisements, in many kinds of media are speaking for business. Every one of them is the expression of some businessman's beliefs. Every one of them, knowingly or unknowingly, reflects some businessman's attitude toward his fellowmen. If each of these advertisements is completely honest and truthful, then each speaks well for business. If it isn't honest and truthful, it is a dis-service to the public and the entire system of free enterprise."

Mr. Whittier doesn't think that a preponderance of advertising is dishonest or misleading but he pointed out that just one single prominent campaign that is misleading or untrue can dilute the public's confidence in all advertising.

It is good to hear agency men take this attitude in their speeches but it would be infinitely better if they took that attitude in planning the advertising for their clients.

Of course there is a difference in opinions as to what is "dishonest" or "misleading." Mr. Whittier said he likes to recall that when the chairman of five local Better Business Bureaus, together with the National Chairman prepared a presentation to the Truman Committee, they examined 5,849 magazine and newspaper advertisements in search for questionable advertising practice, but out of that tremendous number of advertisements, they found only 80 that in their judgment could be called "objectionable on any basis." While I do not question the judgment of the BBB representatives, I'd be willing to wager my last shirt or even a loaf of now scarce bread that if a hundred sets of six people examined the same number of advertisements, each set would come through with a different number that could be called objectionable on some basis.

What some people may believe is "dishonest" or "misleading" may be considered good business by others. An advertisement that would mislead Mrs. O'Grady might not mislead the Colonel's lady, and if the Colonel was on a committee of advertising judges he'd probably vote the ad as not misleading. If the judges of advertisements were as smart as the boys who write them they would be able to lower their intelligence to the level

of the people the advertisements mislead.

However, the BBB judges' count of 80 dishonest and misleading advertisements out of 5,849 scanned, may be correct, yet I can't help but feel that they either went too far in stating that only 80 could be called "objectionable on any basis" or they failed to include commercial plugs on the radio. Advertising, especially radio advertising, doesn't have to be dishonest or misleading to be objectionable. In fact the script itself does not have to be objectionable to make it so. The readers of the script often make it so.

It is my opinion, based on the attitude of many people I have talked with and on surveys that have been made, that radio "plug uglies" have made more people allergic to advertising than has any dishonest or misleading advertising ever printed.

In a poll made recently by *Woman's Day*, readers were asked to indicate which radio commercials were "fair enough" and which "annoyed listeners no end." Many respondents did not find the "annoyed listeners no end" phraseology strong enough—they crossed out the words and inserted such terms as "disgusting," "nauseating," "sickening," "obnoxious," and "it stinks."

Just who sponsored the 80 advertisements that were found "objectionable" by the representatives of the BBB, we have no way of knowing. Why this information should be withheld from the public is a mystery to anyone who would really like to see advertising's house cleaned, but if radio advertising was included, a good guess would be that a large percentage of the 80 were the big spenders for radio time.

While the "*Woman's Day*" poll revealed that Lucky Strike was the most hated commercial, with Herbert Tareyton, Ivory Soap, Super Suds, Rinso and Duz runners-up, it would be my guess that a nation-wide poll would give Colgate-Palmolive-Peet's commercials top rating in "Objectionable" advertising.

I agree heartily with agency-man Whittier that just one single prominent campaign that is misleading or untrue can dilute the public's confidence in all advertising, but I don't think that I am alone in the belief

that loss of public confidence in advertising, due to false and misleading claims, is as great as public disgust of advertising due to repetitious, annoying and obnoxious radio commercials.

SHORT COURSE IN HOUSE MAGAZINE WRITING

The Advertising-Sales Promotion Department of the Standard Oil Company of New Jersey, 26 Broadway, New York 4, N. Y., has issued a small 4 3/4" x 7 1/2", 16-page booklet, entitled "About Esso Publications." It is good . . . very good.

It explains how material is secured and what news is considered worthy of printing. Copy handled in friendly style, and illustrated with cartoons in red and blue. It takes up the question of "What Is a House Publication?" and stresses the Who, What, Where, When, Why and How of Good Reporting. The paragraph on "Good Writing" repeats what *The Reporter* has been saying over a long period of time, and we are reprinting it here:

Good writing is not flowery, is not replete with big words, does not reflect the writer's superior brain. Good writing is forceful because it is direct, easy to read because it is simple, clear because it uses the right word at the right time.

Good writing is not difficult — it is easy, as easy as good speech. Good writing, after all, is only good speech put down on paper.

Other paragraphs take up the handling of personal stories. Esso doesn't believe in wasting space on Mamie's new boy friend.

This little booklet is really a short course in journalism . . . and packs a lot of helpful information on every page. We suggest you write for a copy and read it carefully. It's just the sort of booklet you could hand to a novice to get him started on the right track.

MAILING LISTS

MILLIONS OF TRIED PROSPECTS! Wide list coverage; also exclusive releases. Explain needs . . . or request Bulletin. Donner, Box 643-R, Ann Arbor, Michigan.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

DIRECT MAIL ENTHUSIAST

YOUNG MAN, MENTALLY AND PHYSICALLY ALERT, seeks position with firm offering lots of work, and pay in proportion. Conversant with Direct Mail Methods—trick mailings, broadsides, house magazines, catalogs, layout and copy writing. Also experienced in general advertising, promotion and publicity work. Box 601, *The Reporter*, 17 E. 42nd St., New York 17.

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

MAILING LISTS

"NAMES OF EVERY KIND FROM EVERYWHERE." We need your names—You need our names. Mailing Lists bought, sold, rented and envelopes serviced. Write for full information. Prompt service assured. **NATIONAL MAILING LIST CO.**, Farnsworth Bldg., Memphis, Tenn.

CLASSIFIED ADS

ARTWORK

ARTWORK THAT INDUCES results. Lettering, Layout, Design for Direct Mail, etc. Inquiries invited. George R. Denes, 77 Lexington Ave., New York 17, N. Y. Murray Hill 4-8156.

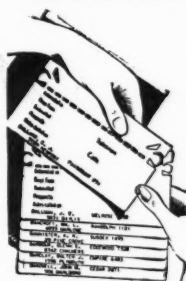
BUSINESS OPPORTUNITIES

MULTIGRAPH-MULTILITH Operator L. I. Letter Shop Exp. overall operation profit share for right man. Reply fully, references, salary. Box 603, *The Reporter*, 17 E. 42nd St., New York 17.

CREATIVE SERVICE

GETTING OUT a mailing piece each month is *not* a routine job. Neither is it a full time job . . . So why not hire creative brains and experience at a *fraction* of the salary you pay a routine man? Try it for a few months—and let the return cards tell the story. M. A. POLLEN, 62 West 47th St., N. Y. City 19.

Visible Record (500 Cards) \$3.45 Complete



25 Card-Sheets Show FACTS on 500 Cards

Easy
Quick
Flexible
Durable
Portable
Compact
Low Cost
Convenient
Saves Time

Use Handifax Cards only. Join together. File sheets of Cards on edge like paper in correspondence folders.

Visible Facts Inspire Profitable Acts. Use half inch Visible Margin for Indexing—Color Signaling—Visible Tabulation of vital information. Ten years national use. 500 Cards one side Blank, one side Ruled 6 x 4 in., \$3.45; 8 x 4 in., \$4.40; 10 x 4 in., \$5.30. Order now. Send no money. Satisfaction guaranteed. **Write for Catalog.**

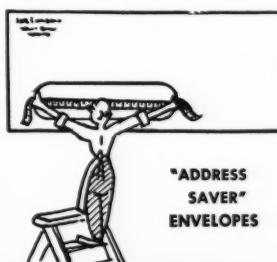
Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Sheets of Cards

Handifax ROSS - GOULD CO. 357 N. Tenth St. (1) **St. Louis**

WINDOWS tailored to order!

Sized *right* and placed *right* to fit your enclosure (so long as Postal Regulations are complied with). **Tension Address Saver Window Envelopes** save time, addressing costs, and avoid errors—one addressing job serves for both envelope and enclosure.



TENSION ENVELOPE CORP.

New York 14, N. Y.
345 Hudson St.

Des Moines 14, Iowa*
1912 Grand Ave.

St. Louis 3, Mo.*
23rd & Locust Sts.

Minneapolis 15, Minn.*
500 South 5th St.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.



“how many hours can a printer save each year?”

We don't pretend that we can give you the exact figures . . . but we do know that any printer who uses INTERNATIONAL OFFSET saves plenty of press time.

That's because INTERNATIONAL OFFSET is specially made to give the most productive kind of press performance—by offset-lithography or letterpress. This flat-lying paper safeguards against curling—speeds up long runs of single or multiple color jobs.

Strong, surface-sized and fuzz free, INTERNATIONAL OFFSET can be depended upon when time is short but a quality job is wanted. Naturally it's a top choice with leading lithographers for broadsides, envelope enclosures, brochures or booklets.

This paper is not yet plentiful enough to supply everyone who wants it. As the world's largest maker of papers, however, we are putting all our efforts into increasing production as far as current conditions permit. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



